

SYSTEMS AND METHODS FOR PROVIDING  
PROMOTIONS WITH RECORDED PROGRAMS

Abstract of the Disclosure

The invention provides systems and methods  
5 for providing promotions with recorded programs. These  
systems and methods provide for selecting a program to  
record, selecting a promotion, recording the selected  
program; and recording the promotion with the program  
or inserting the promotion during playback of the  
10 recorded program. The invention also provides a  
receiver for receiving signals and/or data (e.g.,  
programs, promotions, program guides, etc.) on a single  
broadcast channel or on a plurality of broadcast  
channels, one or more memory storage units for storing  
15 signals and/or data, and a processor for selecting a  
program, selecting a promotion, causing selected  
programs to be recorded, and controlling the insertion  
of promotions into a program during recording of the  
program or during playback of the program.